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THE MCA MONITOR

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EMC HOSTS ALTERNATIVE ACTION WORKSHOP

S.O.B.E.R. Project Director Emmett "Curly" Thornton has announced that the first workshop in the "Alternative Action" series will be held January 29 - 31 at the Eastern Montana College Student Union Building, Rooms Petro East and West, in Billings. Registration will be from 8:00 to 8:30 a.m. on Tuesday, January 29. Regular sessions will run from 8:00 a.m. to 5:00 p.m., with appropriate breaks for lunch and socializing.

The pre-registration fee for this workshop is $35, according to Thornton, which covers the cost of the nearly 400 page Teacher's Guide for Alcohol Education, the Alternative Action Program Manual, and a reinforcement and resource materials package.

MCA members, educators, school board members and administrators, and alcoholism service providers, including administrators, counselors, trainers and advisory board members may attend the workshop for a $20 minimum materials charge, Thornton said. He said that the pre-registration deadline is January 25 and that a limited number of scholarships would be available on an individual need basis. Fees will also be collected on the morning of January 29 for those unable to pre-register.

Thornton said teachers will learn to integrate the Teacher's Guide into school coursework and activity plans, communication skills for large group and individual settings, how to identify individual belief systems and their role in blocking and reinforcing behavior, and a variety of concepts about alcoholism and alcohol abuse prevention geared to community work and professional life.

Also to be covered, Thornton noted, are the dynamics of developing a positive attitude, responsible decision-making skills and drinking alternatives, family alcoholism in terms of diagnosis, treatment and follow-up, techniques for building volunteer action groups and community organizations, and facts and figures about youth and alcoholism and the dangers of drinking and driving.

Watch the Monitor for the dates of other workshops in the "Alternative Action" series to be scheduled in your area.

MONITOR CIRCULATION UP

MCA distributed 506 copies of the November issue of MCA Monitor. In December, our circulation was increased to 880 copies distributed by bulk mail, an increase of 374 readers.

For the December issue, the press run of 1,000 copies cost $166.45 and bulk mailing cost $73.92, for a total of $240.37 or $.27 per copy of circulation. MCA Monitor is also distributed free through informational and training events conducted by MCA staff in communities across Montana.

TV SPECIAL PROBES YOUTH ALCOHOLISM

Xerox Corporation has announced a two-hour CBS television special, "The Boy Who Drank Too Much," Wednesday, February 6, 7 to 9 p.m. Mountain Standard Time (check your local television directory to confirm the time in your area).

"Happy Days" star Scott Baio is featured in the role of a high school hockey player with a drinking problem in this dramatic examination of teenage alcoholism and its treatment. Lance Kerwin plays a classmate who provides support when his friend enters an alcoholism rehabilitation program.

Xerox has prepared a 4-page viewer's guide to stimulate discussion of the subject and enhance the value of the program as a teaching aid. National distribution of 100,000 of the guides to schools and community groups was initiated in the first week of January. Check your local schools and service organizations or contact MCA for a copy.

FROM THE PRESIDENT'S DESK
- by Andrew J. Utick

The Montana Council on Alcoholism is working to build public awareness about the disease of alcoholism and the fact that help is available. We're trying to increase awareness of the many real accomplishments that can be made through the efforts of our unpaid volunteer members... the major resource we have.

Up to this point, the Council has been preoccupied with addressing internal problems and has not been able to devote enough time to establishing a statewide organization. We are now on the threshold of building that organization. We will be conducting local council organizational workshops in many communities this spring as a key component of our organizational plans.

To me it's simple -- in a state the size of Montana, we need many volunteers in many communities to work with the widely dispersed population. I have opportunities to volunteer for many activities. Others are much the same. If individuals are concerned with alcoholism, for whatever reason, it is extremely important that they join MCA and help -- even if it means they must forgo some other worthy activities. I realize it can be tough to say no.

Since our Annual Meeting on October 19 in Billings, much progress has been made. The upcoming Quarterly Board Meeting will be another very important step in getting people from around the state involved. At this meeting we hope to fill out the remaining vacancies on the Board with qualified and concerned consumer volunteers.

I urge our present members to encourage others to join the Council and help us complete the ambitious work plan that we have mapped out for 1980. I also urge those readers who are not now members to join the Council and contribute your volunteer efforts to make your concern count.

NCA FORUM SET FOR SEATTLE

The 1980 Annual Conference of the National Council on Alcoholism will be held May 2 through May 7, 1980, at the Olmypic Hotel in Seattle, Washington.

NCA Field Services Specialist Neil Scott projected that the National Alcoholism Forum would be attended by over 1,500 alcoholism professionals, concerned volunteers, friends of NCA and members of state affiliates. Scott said participants will present new findings about alcoholism, deal with problems, hear the top authorities in the field of alcoholism from around the country, and plan more effective volunteer strategies to deal with the disease.

For further information write: Forum Coordinator, National Council on Alcoholism, Inc., 733 Third Ave., New York, N.Y. 10017.

CARTER SIGNS ALCOHOL ACT

On January 2, President Carter signed Senate Bill 440, extending programs authorized by the Comprehensive Alcohol and Abuse and Alcoholism Prevention, Treatment, and Rehabilitation Act through fiscal year 1981. The bill is now Public Law 96-180, and indications are good that state and local voluntary alcoholism councils could stand to benefit from the changes in the form of increased funding opportunities for local projects.

The Act, originally passed into law in 1970, established the National Institute on Alcohol Abuse and Alcoholism (NIAAA), and authorized grant and contract funding to states for alcoholism treatment programs, for implementing the Uniform Alcoholism and Intoxication Treatment Act, for research and for special demonstration, evaluation, treatment, prevention, education, training and cooperative projects related to alcoholism. The Act also prohibits discrimination against alcohol abusers and alcoholics by private and public hospitals and outpatient facilities, and protects the confidentiality of alcohol and drug abuse patient records.

Amendments to the statement of purpose illustrate some significant changes over the last decade. Replacing a 1970 estimate of nine million, the amended Act estimates "approximately ten million, or 7 percent of the adults in the United States are alcoholics or problem drinkers." The 1970 estimate that problem drinking costs the national economy at least $15 billion annually was changed to "alcoholism and other alcohol related problems cost the United States over $43,000,000,000 annually in lost production, medical and public assistance expeditures, police and court costs, and motor vehicle and other accidents."

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New language notes that alcoholism and alcohol abuse contribute to domestic violence, and adds "employers, employee associations, and associations of concerned individuals" to the list of groups recognized as being of assistance to the treatment and rehabilitation process. New sections specifically emphasize and call for development and encouragement of both prevention and occupational alcoholism programs.

The amendments authorize formula grant funds in the amount of $60 million for fiscal year 1980 and $65 million for FY'81, a significant decrease from the $85 million authorized in FY'79, and provide for technical assistance to states. However, new appropriations for implementing the Uniform Act and for grants and contracts for prevention and treatment programs and projects remain at the FY'79 figure of $102.5 million for FY'80, and increase to $115 million in FY'81. New provisions require that in FY'80 at least 8 percent, and in FY'81, at least 10 percent of the non-formula funds "shall be obligated for grants for projects, programs, and services to prevent (through outreach, intervention, and education) the occurence of alcoholism and alcohol abuse."

The new legislation gives high priority to prevention and early intervention demonstration and evaluation projects "in occupational and educational settings and in modified community living and work-care arrangements such as halfway houses, recovery homes, and supervised home care." NIAAA grants for such projects may be made to public and nonprofit private entities, while contracts may be made with public and private entities and with individuals.

In general, the new version of the Act grants special attention to prevention as distinct from treatment, and broadens language to include more specific reference to women, the elderly, the handicapped, families of alcoholics and the victims of alcohol-related domestic violence. The Secretary of HEW is called upon to "encourage the submission of and give special consideration to" applications for prevention and treatment projects related to women, youth and the elderly.

Letters to the Editor

MCA Monitor welcomes letters and articles with the understanding that all submissions may be edited for length or form. Originals and photos cannot be returned.

For Your Information

The Council is regularly receiving a variety of catalogs, bibliographies and listings of pamphlets, books and films about the many different aspects of the disease of alcoholism. As space allows, the Monitor will present brief reviews of new items, along with source, cost and ordering information.

Our growing library contains samples of many pamphlets and a number of hardcover titles. In some cases, MCA can provide sample copies of pamphlets or can assist groups in ordering literature, borrowing or renting films, or purchasing books. Contact MCA with specific requests.

The January issue of News Alert, a bimonthly summary of news articles collected from Montana newspapers, will carry a publications order form from the National Institute on Alcoholism and Alcohol Abuse (NIAAA) National Clearinghouse for Alcohol Information. By completing and returning the form to NIAAA, readers may subscribe to the free NIAAA Information and Feature Service, or to Alcohol Health and Research World, a paid subscription publication for alcoholism professionals, or may receive free copies of any of 25 publications about alcoholism. The form also lists a selection of free color posters about alcohol and alcoholism.

Don't forget your local library as a source of up-to-date information. The interlibrary loan program enables local libraries to order titles from more complete collections elsewhere. Frequent requests for information will encourage libraries to purchase new materials about alcoholism.

Volunteer groups can perform a valuable community service by purchasing recent publications about alcoholism and alcohol abuse for donation to local libraries. The availability of new donated publications can be publicized with a brief press release about the donation to local newspapers.

CORK FILMS WIN NATIONAL ACCLAIM

Audience response to the Operation Cork film "Soft is the Heart of a Child" continues to be "overwhelming," according to MCA Trainer Ira Feiger. MCA purchased the 28-minute 16mm color film for $300 in late 1979 and is circulating the film to interested audiences across the state.

"Soft is the Heart" has been recognized by the communications industry and by educational associations with several awards, including: 1979 finest film for public education by the Public Relations Society of America; Chris Bronze Plaque from the Columbia Film Festival in the category of health and medicine; the bronze "Cindy" from Information Film Producers of America in the public service and information category; the CINE Golden Eagle from the Council on International Non-Theatrical Events; a Blue Ribbon from the Educational Film Library Association of the American Film Festival; and the "Picasso" award from the Chicago Film Council of the Industrial Film Festival.

The film has been aired on more than 50 PBS television stations in major cities across the United States. Feiger said MCA is planning to air the film on a Montana television station during the first half of 1980.

MCA has also ordered for previewing "If You Loved Me," a 54-minute 16mm color film showing a family's struggle with alcoholism, released earlier by Operation Cork.

Because of the high level of interest in "Soft is the Heart," Feiger recommended that interested groups contact MCA for a reservation well in advance of the intended showing date, and provide alternative dates. Feiger said that borrowers will be required to pay postage both ways and sign a contract accepting responsibility for damage to the film. Also because of the high demand for the film, borrowers will be charged an additional fee if the film is returned late.

Operation Cork, a national communications program for alcohol education funded by the Kroc Foundation, also offers Alcohol A Family Affair, a 38-page booklet at $1 per copy, and quantities of "21 Questions", a free folder to help families identify drinking problems. Contact MCA for ordering information.

Books In Brief

Drink Like a Lady, Cry Like a Man, by Jack Nero, Compcare, 2415 Annapolis Lane, Suite 140, Minneapolis, Mn 55441:1977. 295 pp.: $6.95.

A man watches his wife change from the "life of the party" to an unreasonable, depressed alcoholic. The book emphasizes alcoholism as a family disease and covers symptoms, language and treatment, including the workings of AA and Al-Anon groups.

Women Who Drink: Alcoholic Experience and Psychotherapy, edited by Vasanti Burtle, Ph. D. Charles C. Thomas, 301-327 E. Lawrence Avenue, Springfield, Illinois 62717: 1979. 274 pp.: $21.00.

From a wide range of multidisciplinary fields, the contributors present a variety of ideas, experiences and issues about women alcoholics. Demonstrating that the women alcoholic's experiences are different from those of men, chapters include drinking patterns, the training needs of alcoholism service providers and special therapeutic applications appropriate for women alcoholics.

Membership Application

MONTANA COUNCIL ON ALCOHOLISM

616 Helena Ave. • Helena, Montana 59601 • (406) 442-5726

MEMBERSHIP CATEGORIES

Individual	
Student/Sr. Citizen	$ 5 ☐
Supporting	10 ☐
Contributing	25 ☐
Sustaining	50 ☐
Agency/Organization/Firm	
Supporting	$ 25 ☐
Contributing	50 ☐
Sustaining	100 ☐
Sustaining Donor	300 ☐

Dues Are Tax Deductable

Name _____
(Last) (First) (Middle) (Nick-Name)

Address _____
(Street) (City) (State) (Zip Code)

Occupation _____ With _____

Phone _____ / _____
(Home) (Business)

Affiliations _____

Are you interested in serving as a volunteer? Yes ☐ No ☐

Interests _____

Specific Concerns _____